

Guard Team Sponsorship Packet

2385 Bandera Highway • (830) 257-7300 • www.kerrvilletx.gov



The City of Kerrville Parks and Recreation Department is seeking sponsors for the 2019 Guard Team. A Guard Team is a competitive lifeguard team that competes against other teams across the state of Texas. In addition to their regular duties, the team endures rigorous and specialized training to prepare for these competitions. Kerrville Aquatics has a history and tradition of excellence in aquatic emergency management. The City utilizes the Jeff Ellis and Associates International Lifeguard Training Program (E&A).

The Kerrville Guard Team participates in at least two regional qualifier competitions during the summer such as the Texas Super Guard Competition and the Central Texas Lifeguard Competition, in addition to the E&A Competition, and ultimately the State Lifeguard Championships. Teams must place in the top three at a qualifying competition in order to advance to the State Lifeguard Championships.

Some of the best lifeguards in the state of Texas are trained right here in Kerrville! The Kerrville Guard Team won the State Lifeguard Championships for four consecutive competing years (2013, 2016, 2017, & 2018). The team did not compete in 2014 or 2015. For the first time ever, in 2018, Kerrville had two teams, and they were equally successful.

The Kerrville Guard Team aims to continue its successes this summer, but we need your help! Sponsorships are crucial for this program to make. Without sponsorships, Kerrville will not be able to participate in the lifeguard competitions this summer. Specifically, sponsorships pay for the direct expenses associated with the team such as travel, lodging, competition fees, training, and uniforms.

Thank you in advance for your consideration.

Sincerely,

Ashlea Boyle

Director of Parks and Recreation
City of Kerrville
Parks and Recreation Department
2385 Bandera Highway
(830) 257-7300
www.kerrvilletx.gov



Accomplishments

- 2018 Guard Teams (two teams participated)
 - State Lifeguard Championships – 1ST & 2ND PLACE!
 - Central Texas Lifeguard Competition – 1ST & 2ND PLACE, Spirit Award, and Top Male and Female awards!
 - E&A Lifeguard Competition – 1ST & 2ND PLACE!
- 2017 Guard Team
 - State Lifeguard Championships – 1ST PLACE!
 - Central Texas Lifeguard Competition - 1ST PLACE!
 - Texas Super Guard Competition - 1ST PLACE!
- 2016 Guard Team
 - State Lifeguard Championships - 1ST PLACE!
 - Central Texas Lifeguard Competition - 2nd PLACE!
- 2013 Guard Team
 - State Lifeguard Championships - 1ST PLACE!
 - Central Texas Lifeguard Competition - 3rd PLACE!
 - Texas Super Guard Competition - 2nd PLACE!
- 2012 Guard Team
 - Central Texas Lifeguard Competition - 3rd PLACE!

**Now is your opportunity to
have your business
associated with Kerrville's
Award Winning Guard Team!**



Sponsorship Levels

Championship Package - \$5,000

- (4) 2019 individual season passes allowing free entry to the Olympic Pool
- Advertising announcements at the Olympic Pool 4 times throughout every open swim
- Company recognition on Facebook page
- Banner for company stating they have sponsored the team
- Company Advertising in 2020 Activity Guide
- Company recognition on all Guard Team recognitions and press releases
- Company logo on two 3' x 4' banners at the Olympic Pool for the summer
- Large company logo on team shirts
- Large logo on City of Kerrville website

Official Team Sponsor - \$2,500

- Company recognition on Facebook page
- Company recognition on all Guard Team recognitions and press releases
- Company logo on 3' x 4' banner at the Olympic Pool for the summer
- Large company logo on team shirts
- Large logo on City of Kerrville website

Guard of the Year - \$1,000

- Company recognition on all Guard Team recognitions and press releases
- Company logo on 3' x 4' banner at the Olympic Pool for the summer
- Medium company logo on team shirts
- Medium logo on City of Kerrville website

Guard of the Week - \$500

- Medium company logo on team shirts
- Medium company logo on City of Kerrville website

Junior Guard - \$300

- Small logo on City of Kerrville website



How to Commit to a Sponsorship

Please submit the Sponsorship Registration form and your company logo to the Parks and Recreation Department by **April 30, 2019**.

All high resolution company logos must be submitted in .jpg or .pdf format. Sponsors registering after this date may or may not receive all sponsorship package benefits due to advertising deadlines.

Please submit to:

Rosa Ledesma

Parks and Recreation Specialist

City of Kerrville

Parks and Recreation Department

2385 Bandera Highway

Kerrville, Texas 78028

(830) 258-1160

rosa.ledesma@kerrvilletx.gov

Kerrville Parks and Recreation Department

KERRVILLE GUARD TEAM

Sponsorship Registration Form

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number(s): _____

Email Address: _____

Yes! I would like to support and be a sponsor of the *Kerrville Guard Team* for the level selected below!

Sponsorship Amount (Please select one.):

- ☐ Championship Package - \$5,000
- ☐ Official Team Sponsor - \$2,500
- ☐ Guard of the Year - \$1,000
- ☐ Guard of the Week - \$500
- ☐ Junior Guard - \$300

Note: Company logos must be received by April 30, 2019 to be included on promotional materials.

Signature: _____ Date: _____

Thank you for your support!

For payments and questions, please contact:

Rosa Ledesma
Parks and Recreation Specialist
Kerrville Parks and Recreation Department
2385 Bandera Highway
Kerrville, Texas 78028
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